



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor: Patent Application of:  
David W. Roth et al.

Application No.: 09/216,206

Confirmation No.: 1079

Filed: December 18, 1998

Group Art Unit: 3622

For: System and method for real-time bidding for  
Internet advertising space

Examiner: John W. Van Bramer

**REQUEST FOR CONTINUED EXAMINATION (RCE)**

Mail Stop RCE  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

This is a request for continued examination of the above-identified application under 37 C.F.R. § 1.114. The submission required under § 1.114 is included below in the form of a reply to the non-final Office Action ("Office Action") dated June 17, 2009.

**Fee calculation** on page 2

**Remarks / Arguments** begin on page 3